



CONTACT

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 [Portfolio](#)

 [@felipecrubio](#)

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TECHNICAL SKILLS

- Ruby on Rails
- JavaScript
- HTML & CSS
- SQL - PostgreSQL
- RSpec & Minitest
- Sidekiq
- React
- Node.js
- NoSQL - MongoDB

ADDITIONAL SKILLS

- ✓ English - Fluent C2 Proficient
- ✓ Git and GitHub
- ✓ UI and UX
- ✓ Marketing, Branding, SEO

FELIPE RUBIO

FULLSTACK DEVELOPER

PROFILE

Ruby on Rails developer specialized in the Ruby toolchain and with a solid background in Marketing and Copywriting on top. Good knowledge in Frontend and comfortable working Fullstack. Well versed in SQL (Postgre), Git and GitHub. Able to write my own tests (RSpec and Minitest). Knowledge of background jobs (Sidekiq) and NoSQL (Mongo). C2 fluency in English.

PROFESSIONAL EXPERIENCE

Freelance Senior Copywriter

Jan 2016 - present

- Creation of brand concept and line of communication.
- Plan and execute content marketing campaigns.

Senior Copywriter

Agência Estratégica | Mar 2018 - Feb 2020

- Meet with clients to establish the creative path.
- Creation of brand's concept and line of communication.
- Lead an in-house team to serve a large-scale client.

Copywriter

C. Carneiro Branding | Jan 2016 - Feb 2018

- Write actionable copy for high-quality Content Marketing.
- Persuasive texts for Landing Pages, Articles, and Social Media.

EDUCATION

Computer Science, Bachelor of Technology

Uniamérica | Apr. 2022 - Jun. 2026

Fullstack Web Development - Ruby on Rails

Le Wagon Rio | Jul. 2022 - Set. 2022

Advertising and Publicity, Bachelor of Communication

PUC-RIO | Aug. 2014 - Dec. 2018